



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Tuscaloosa, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Midland Crowd	15.3%	Population		175,709	185,072
College Towns	9.6%	Households		71,241	75,939
Southern Satellites	6.2%	Families		45,351	47,737
Midlife Junction	4.9%	Median Age		34.4	35.7
Metro City Edge	4.9%	Median Household Income		\$40,300	\$44,424

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	61	\$1,640.25	\$116,852,749
Men's	61	\$303.97	\$21,655,267
Women's	59	\$552.41	\$39,354,522
Children's	68	\$283.28	\$20,181,022
Footwear	51	\$245.28	\$17,474,230
Watches & Jewelry	70	\$156.27	\$11,132,947
Apparel Products and Services ¹	78	\$99.03	\$7,054,761
Computer			
Computers and Hardware for Home Use	73	\$153.84	\$10,959,489
Software and Accessories for Home Use	71	\$20.34	\$1,448,831
Entertainment & Recreation	72	\$2,679.99	\$190,925,456
Fees and Admissions	68	\$420.01	\$29,921,851
Membership Fees for Clubs ²	70	\$115.64	\$8,238,251
Fees for Participant Sports, excl. Trips	67	\$76.82	\$5,472,671
Admission to Movie/Theatre/Opera/Ballet	70	\$103.86	\$7,399,223
Admission to Sporting Events, excl. Trips	68	\$41.72	\$2,972,183
Fees for Recreational Lessons	64	\$81.58	\$5,812,125
Dating Services	64	\$0.38	\$27,398
TV/Video/Sound Equipment	73	\$1,050.43	\$74,833,937
Community Antenna or Cable TV	75	\$549.52	\$39,148,063
Televisions	71	\$207.83	\$14,805,871
VCRs, Video Cameras, and DVD Players	73	\$24.32	\$1,732,390
Video Cassettes and DVDs	76	\$49.58	\$3,531,798
Video Game Hardware and Software	75	\$26.74	\$1,905,161
Satellite Dishes	73	\$0.81	\$58,039
Rental of Video Cassettes and DVDs	76	\$38.86	\$2,768,763
Streaming/Downloaded Video	68	\$0.55	\$39,068
Sound Equipment ³	70	\$147.76	\$10,526,597
Rental and Repair of TV/Radio/Sound Equipment	77	\$4.47	\$318,187
Pets	77	\$339.44	\$24,182,320
Toys and Games	74	\$110.55	\$7,875,862
Recreational Vehicles and Fees ⁴	74	\$323.78	\$23,066,093
Sports/Recreation/Exercise Equipment ⁵	67	\$144.80	\$10,315,495
Photo Equipment and Supplies ⁶	71	\$90.50	\$6,447,438
Reading ⁷	70	\$200.48	\$14,282,460
Food	73	\$6,061.25	\$431,809,560
Food at Home	73	\$3,552.23	\$253,064,169
Bakery and Cereal Products	73	\$491.31	\$35,001,344
Meat, Poultry, Fish, and Eggs	73	\$890.55	\$63,443,420
Dairy Products	72	\$402.80	\$28,696,173
Fruit and Vegetables	71	\$587.55	\$41,857,573
Snacks and Other Food at Home ⁸	74	\$1,180.02	\$84,065,659
Food Away from Home	73	\$2,509.02	\$178,745,391
Alcoholic Beverages	73	\$434.97	\$30,987,959
Nonalcoholic Beverages at Home	74	\$327.72	\$23,346,781



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	65	\$658.23	\$46,893,118
Vehicle Loans	76	\$4,374.78	\$311,663,353
Health			
Nonprescription Drugs	76	\$85.82	\$6,113,957
Prescription Drugs	76	\$430.44	\$30,665,189
Eyeglasses and Contact Lenses	72	\$55.37	\$3,944,694
Home			
Mortgage Payment and Basics ⁹	66	\$6,023.29	\$429,104,997
Maintenance and Remodeling Services	63	\$1,304.95	\$92,966,281
Maintenance and Remodeling Materials ¹⁰	69	\$286.25	\$20,392,830
Utilities, Fuel, and Public Services	74	\$3,397.07	\$242,010,674
Household Furnishings and Equipment			
Household Textiles ¹¹	71	\$99.03	\$7,054,737
Furniture	70	\$458.15	\$32,638,869
Floor Coverings	67	\$65.08	\$4,636,413
Major Appliances ¹²	70	\$210.79	\$15,016,954
Housewares ¹³	67	\$63.89	\$4,551,389
Small Appliances	71	\$25.13	\$1,790,063
Luggage	69	\$6.95	\$495,266
Telephones and Accessories	63	\$27.29	\$1,943,815
Household Operations			
Child Care	72	\$295.34	\$21,040,257
Lawn and Garden ¹⁴	70	\$298.30	\$21,251,045
Moving/Storage/Freight Express	71	\$37.19	\$2,649,743
Housekeeping Supplies ¹⁵	73	\$560.12	\$39,903,802
Insurance			
Owners and Renters Insurance	72	\$355.50	\$25,326,491
Vehicle Insurance	73	\$1,023.53	\$72,917,215
Life/Other Insurance	72	\$414.21	\$29,509,083
Health Insurance	73	\$1,482.09	\$105,585,586
Personal Care Products ¹⁶	73	\$318.70	\$22,704,698
School Books and Supplies ¹⁷	88	\$103.27	\$7,356,931
Smoking Products	81	\$364.67	\$25,979,292
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	73	\$3,761.91	\$268,001,900
Gasoline and Motor Oil	76	\$1,906.83	\$135,844,330
Vehicle Maintenance and Repairs	72	\$716.41	\$51,037,430
Travel			
Airline Fares	65	\$272.46	\$19,410,007
Lodging on Trips	67	\$285.64	\$20,349,588
Auto/Truck/Van Rental on Trips	64	\$25.11	\$1,788,660
Food and Drink on Trips	69	\$323.27	\$23,030,066

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.